

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Contract # 1364023
Schedule Dates 10/23/12-10/29/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washin
Product POLITICAL CANDIDATE (ms) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1103)

Sales Office Millennium Washington DC
Buyer Name Bassett,Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
 JONATHAN VITTI

Date Entered 08/28/12
 Last Modified 08/28/12
 Entered By Lisa Carter
No ECR09797205

Greensboro (WXLV)	Spots	Rate
By Broadcast Month		
Oct. 2012	52	\$5,420.00
Nov. 2012	6	\$990.00
Grand Total:	58	\$6,410.00

Line	Line Type / Break Type (Ref #)	Dates	Sec.	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	10/27/12-10/27/12	3	:30	8A: ABC-Good Morning American Saturday						1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12	
2.0	Normal Line / SPOT (6)	10/28/12-10/28/12	3	:30	10:58-40A- ABC-This Week						1		1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/28/12	
3.0	Normal Line / News (12)	10/28/12-10/28/12	3	:30	6:28-45P- ABC-World News Sunday						1		1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12	
4.0	Normal Line / Prime (15)	10/29/12-10/29/12	2	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1					1		\$80.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS	8/28/12	
5.0	Normal Line / Prime (23)	10/25/12-10/26/12	3	:30	10P- ABC-20/20 (Friday)						1		1	\$280.00	\$280.00	Greensboro (WXLV)	20/20	8/28/12	
6.0	Normal Line / News (1)	10/23/12-10/26/12	3	:30	6:28-50A- News News 14 Carolina on ABC 45 at 630am							3		\$40.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12	
7.0	Normal Line / SPOT (2)	10/23/12-10/29/12	3	:30	7A- ABC-Good Morning America		2		2	2	1		9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12	
8.0	Normal Line / SPOT (4)	10/23/12-10/26/12	3	:30	10:58-25A- ABC-The View			X	X	X	X		3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12	
9.0	Normal Line / SPOT (5)	10/23/12-10/26/12	3	:30	12P- 1P (EST)			X	X	X	X		3	\$20.00	\$60.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12	
10.0	Normal Line / SPOT (7)	10/23/12-10/26/12	3	:30	3P- Anderson Cooper			X	X	X	X		3	\$50.00	\$150.00	Greensboro (WXLV)	ANDERSON COOPER	8/28/12	
11.0	Normal Line / SPOT (8)	10/23/12-10/26/12	3	:30	5P- Ricki Lake			X	X	X	X		3	\$25.00	\$75.00	Greensboro (WXLV)	RICKI LAKE	8/28/12	

CONFIRMATION CONTRACT

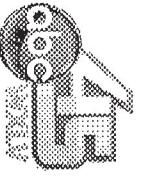
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WXLV-TV
3500 Myer Lee Dr
Winston-Salem, NC 27101

Contract # 1364023
Schedule Dates 10/23/12-10/29/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washington
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/Dc, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett,Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
 JOATHAN VITI

Date Entered	08/28/12	Greensboro (WXLV)
By Broadcast Month	Spots	Rate
Oct. 2012	52	\$5,420.00
Nov. 2012	6	\$990.00
Grand Total:	58	\$6,410.00

Entered By	No
Headline #	ECK09/97205
Demo	A32+R
Order Type	Normal
Package Deal	

Commission %	15.00
Commission	\$961.50
Net Total	\$5,448.50
Sales Tax	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9797205 Ver# 1 Status New
EC'd Yes

Traffic Order# 1361023

Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Rep Revised Lines

1 of 4 CJ
1/30

Station WXT-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency CRM/PZE 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

V.1 8/17 Contract Coversheet

NEW POLITICAL ORDER. STARTS 10/23. TOTAL \$6915
PLS CF- CHRISTINA FOR JON

CJ
1/30

Rep Order# 9797205 Ver# 1 Status New Traffic Order#
EC'd Yes

Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:29 PM

Showng Buylines: All Lines

2 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone# Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency CPM/PZE 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	10/23-10/29	630A-7A	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
2	TU-F,M	10/23-10/29	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	9	1	9	\$225.00
3	SA	10/27-10/27	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	TU-F,M	10/23-10/29	11A-12P	VIEW	.30	\$20.00	3	1	3	\$60.00
5	TU-F,M	10/23-10/29	12P-1P	MILLIONAIRE	.30	\$20.00	3	1	3	\$60.00
6	SU	10/23-10/28	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
7	TU-F,M	10/23-10/29	3P-4P	RICKETT LAKE Anderson	.30	\$50.00	3	1	3	\$150.00
8	TU-F,M	10/23-10/29	5P-6P	DODGERS A. Lutke	.30	\$25.00	3	1	3	\$75.00
9	TU-F,M	10/23-10/29	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
10	TU-F,M	10/23-10/29	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
11	SA	10/27-10/27	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
12	SU	10/28-10/28	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
13	TU-F,M	10/23-10/29	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00

Rep Order# 9797205 Ver# 1 Status New Traffic Order#
EC'd Yes

Printed: 08/17/2012 5:07 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Lines

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Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537

Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency CPI/P2E 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Line Day Dates Time Program

Len Rate Spots/Week # of Weeks Total Spots Total Cost

14 TU-F, M 10/23-10/29 7P-8P FAMILY FEUD .30 \$70.00 2 1 2 \$140.00

15 M 10/29-10/29 8P-10P DANCING WITH THE STARS 15 2 .30 \$800.00 1 1 1 \$800.00

17 TU 10/23-10/23 8P-9P DANCING W/T STARS RESULTS 2 .30 \$900.00 1 1 1 \$900.00

19 TU 10/23-10/23 10P-11P PRIVATE PRACTICE 2 .30 \$705.00 1 1 1 \$705.00

22 TH 10/25-10/25 9P-10P GREY'S ANATOMY 1 .30 \$1,885.00 1 1 1 \$1,885.00

23 F 10/26-10/26 10P-11P 20 / 20 .30 \$280.00 1 1 1 \$280.00

25 TU-F, M 10/23-10/29 11P-1135P NEWS14 ABC45 .30 \$40.00 5 1 5 \$200.00

26 TU-F, M 10/23-10/29 1135P- 1205A NITELINE .30 \$15.00 4 1 4 \$60.00

27 TU-F, M 10/23-10/29 12A-1A JIMMY KIMMEL .30 \$5.00 3 2 1 3 \$15.00

28 SA 10/27-10/27 12P-330P ABC COLLEGE FOOTBALL 2 .30 \$400.00 1 1 1 \$400.00

—SALES MONTHLY TOTALS—
—REPORT TOTALS—
Report Totals. 62 / \$6,915.00

Oct 12. 49 / \$5,750.00
Sales Totals. 62 / \$6,915.00
Station Totals. 62 / \$6,915.00

505

Rep Order# 9797205 Ver# 1 Status New
EC'd Yes

Traffic Order#
Printed: 08/17/2012 5:02 PM
Last Received: 08/17/2012 2:29 PM

Showing Buylines: All Lines
4 of 4

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson ()
Salesperson Phone# 202-955-5342
Salesperson FAX#

Lines not sent/rcl'd/rtrn. 0 / \$0.00
—COMPETITIVE—

Market Totals	CABL	UNKN	WBEX	WCWG	WFMX
\$86,438	0%	0%	0%	0%	30%
	WGHP	WMYV	WUPN	WXII	WXLV
	28%	3%	0%	31%	8%

Books null
Demos RA35+